

# RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

February 6, 1998

RJR Account #091800  
Mr. G. Burns  
CAPITAL CANDY CO., INC.

**MARCH CTS: DORAL 1/2 CARTON PURCHASE / PROMOTION #800027**

Dear George:

DORAL pre-sleeved product (6M) has been ordered for you to ship to participating retail accounts on the attached Customer List. Refer to the Customer List for specific product distribution.

DORAL BRAND STYLES	#/ (6M) Cases	UPC Code
Light	6	12300-24995
Light 100	6	12300-24996
Full Flavor 100	6	12300-24997
Ultra Light 100	6	12300-25051
Light Menthol	3	12300-24998
Light Menthol 100	3	12300-25050
Full Flavor Box King	3	12300-25055
Light Box King	3	12300-25056

Product Arrival:

March 2, 1998

Ship Date to Retail:

Week of: March 9, 1998

EFT \$ Amount:

\$11,117.74

**Promotion Description:**

'Pre-Sleeved' product will arrive in plain white cartons; two 5-pack sleeves per carton. Each 6M case contains 60 5-Pack offers. Ship designated quantity of sleeves to listed retail accounts.

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A list of accounts authorized to receive product distribution is attached. RJR will reimburse you \$6.00 per live 12M case for all product packed and shipped to retail on a timely basis. This equates to \$108.00 (18 (12M) case(s) @ \$6.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610

/jc

cc: R. Tanchyk  
L. E. MacWilliams

Enclosure: Customer List  
Promotional Flyer

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

D-HLFCTN.DOC

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**DIRECT ACCOUNT CUSTOMER LIST****DORAL 1/2 CARTON PRE-SLEEVED PROMOTION #800027**

BRAND STYLES: DORAL LT / LT 100 / FF 100 / LT MEN / LT MEN 100 / ULT LT 100 / FF BOX 100 / LT BOX 100

RETAIL DISTRIBUTION DATE: MARCH 9, 1998

# CARTONS PER STYLE

**D O R A L**

S/REP	R/REP	S/S#	FULL NAME	ADDRESS	CITY	STATE	LT	LT 100	FF 100	ULT LT 100	LT MEN	LT MEN 100	FF BOX 100	LT BOX 100	VAP SIS#	VAP DIRECT ACCT NAME	D/R ACCT SUPPLIER #
163804	163821	104065	THE BIG S	48 MANNING HL	WINCHESTER	NH	30	30	30	30	15	15	15	15	91800	CAPITAL CANDY	39051
112204	112227	524829	VASHAWS VARIETY	302 MAIN ST	GORHAM	NH	20	20	20	20	10	10	10	10	91800	CAPITAL CANDY	
112208	112225	655030	KEVINS DISCOUNT	ROUTE 16	WEST OSSIP	NH	30	30	30	30	15	15	15	15	91800	CAPITAL CANDY	37283
163804	163821	278707	ROUTE 63 COUNTRY	525 NORTHFIELD ROAD	HINSDALE	NH	30	30	30	30	15	15	15	15	91800	CAPITAL CANDY	39128
163807	163826	677682	CASE N KEG LACONIA	JEFF MORIN ENTERPRISES	LACONIA	NH	30	30	30	30	15	15	15	15	91800	CAPITAL CANDY	14290
163807	163826	743970	CASE N KEG	5 MILL ST	MEREDITH	NH	40	40	40	40	20	20	20	20	91800	CAPITAL CANDY	
							6	6	6	6	3	3	3	3	TOTAL CASES		

# DORAL

## Our 5-Pack Carton Gives Your Customers Another Easy Way To Save!

### Special Carton

Our new 5-Pack promotion gives your customers a convenient way to save on DORAL cigarettes.



Plus, our new impactful 17" x 36" poster increases customer awareness along with offering additional advertising opportunities.



### Floor Display

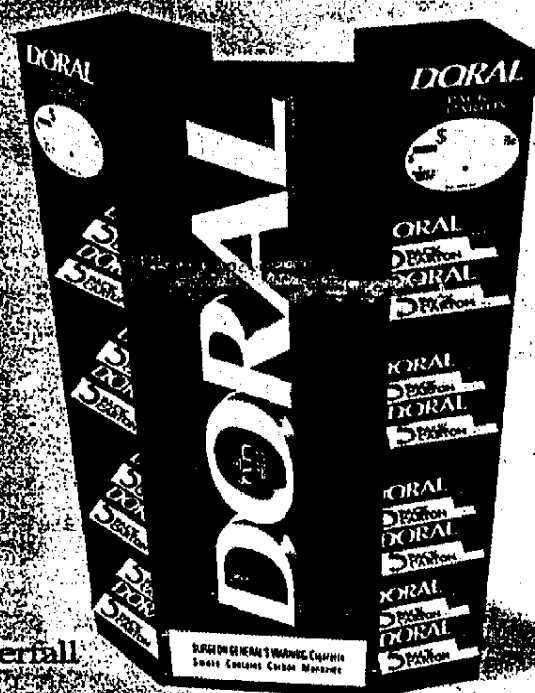
Temporary/Permanent Display

Printed Specimen with waterfall shelves designed to

maximize the sale of 5-Pack promotion.

Includes header cards to use for regular cartons when 5-Pack promotion is sold out.

Height-61 1/2", Width-(max) 47" (min) 22 1/2", Depth-12".



### 5-Pack Replica

**Dangler** - Oversized 5-Pack Replica hangs from the ceiling over the unique floor display to call attention to this great new offer. Includes area for pricing.

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